



A STUDY ON "WEB BROWSING BEHAVIOR AMONG POST GRADUATE STUDENTS IN TRICHY DISTRICT"

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ABSTRACT

The study was conducted on Post Graduate students in Tiruchirappalli district. A total sample of 200 students was chosen. A self-made questionnaire was used to collect the data which was treated with statistical techniques. Results revealed that not significant variation in the web browsing behavior among Post Graduate students with their gender, group of subject and medium of instruction.

INTRODUCTION

World Wide Web contains a vast quantity of information, it is often difficult for web users to find the relevant information they are seeking. While modern search engines have now made search over billions of web pages an everyday occurrence, this approach still requires the user to explicitly initiate a search and to formulate a specific search query. The alternative approach, which involves surfing the web by following appropriate links, is also challenging as user cannot always determine which links are most likely to lead to the relevant information. Our goal is a client-side web recommender system that simply observes the user's browsing behavior, and then uses this information to suggest relevant pages from anywhere on the web, without requiring the user to provide any additional input.

In developed countries, the delivery of many courses in higher education sectors has changed. New technology has been used inside and outside the classroom to enhance student learning. The importance of education has been emphasized in a variety of ways by different scholars and intellectuals from the beginning of human history down to the present time. The reason is that it has been taken for granted as the most important factor for bringing changes is every aspect of human behavior, while education develops the total personality of an individual it contributes also to the growth and development of society.

WORLD WIDE WEB

The world-Wide Web was developed to be a pool of human knowledge and human culture, which would allow collaborators in remote sites to share their ideas and all aspects of common project.

INTERNET IN TEACHING AND LEARNING

Internet gives a lot of benefits to teachers and students and also parents especially in facing the ICT challenges and globalization era. The information based industry will shape our life in the future and need to be given appropriate attention by the community members especially educators solving. This will enable the teachers to put a target upon more complex product work and to have a long term goal which require certain skills.

NEED AND SIGNIFICANCE OF THE STUDY

The present study has its importance because today we are in grey revolution the advancement in science and technology has changed the role of education the role of teacher is also changed the force of education. The teacher is only source of information. But today teacher becomes one of the source of information. The invention of internet and world wide web opened the source of information for all the paradigm shift in the field of education triggered by grey revolution is matched by real light of teaching learning situation the whole game of education become learner centric and learning center to be in the paradigm of any level of education any teacher at any level of education must adapt their relationship with learners, switching from dispensing information to helping learners seek, or helping learners seek, organized and manage knowledge guiding them rather than moulding them it is the time for all teachers of the plethora of materials and service available on the net for effective teaching and that of use of the plethora of materials and service available on the net for effective teaching and that of a developed, web recourse for the learning of the student community of the present and the future. Hence keeping all these in view the investigator attempts to find "A STUDY ON WEB BROWSING BEHAVIOR AMONG POST GRADUATE STUDENTS".

STATEMENT OF THE PROBLEM

To gain knowledge and information, students' generation should not only rely on textbook provided and materials prepared by the teachers, but the skills in searching information by themselves from the use of internet should be emphasized. A mastery skill in using computer is the basis towards an effort in master-

ing communication and information skills. One will be considered as computer literate as they have the basic understanding towards computer functions, can use the computer to ease and complete their daily task either for personal usage or for profession efficiently and impressively and also be able to interact with computer by using applications such as multimedia and internet. However, there is still some party that did not really understand what can be done by educators and teachers if using internet for educators and students, internet can be used as resources to get various and information that are related with teaching and learning and it becomes the communication channel among teachers, teachers and students, teachers and parents and among students.

The present problem is entitled as "STUDY ON WEB BROWSING BEHAVIOR AMONG POST GRADUATE STUDENTS IN TRICHY DISTRICT".

OBJECTIVES OF THE STUDY

The objectives of the study are as follows;

1. To find out the significant difference if any in the web browsing behavior mean scores between male and female post graduate students.
2. To find out the significant difference if any in the web browsing behavior mean scores between post graduate students of rural and urban area.
3. To find out the significant difference if any in the web browsing behavior mean scores between post graduate students of Arts and Science subject.
4. To find out the significant difference if any in the web browsing behavior mean scores between post graduate students of Tamil medium and English medium

HYPOTHESES OF THE STUDY

The following hypotheses were formulated to investigate in this present study.

1. There is no significant difference in the web browsing behavior between male and female post graduate students.
2. There is no significant difference in the web browsing behavior post graduate students of rural and urban area.
3. There is no significant difference in the web browsing behavior between post graduate students of Arts and Science subject.
4. There is no significant difference in the web browsing behavior between post graduate students of Tamil and English medium.

METHODOLOGY

The investigator followed the 'survey method in the present study. The investigator developed a toll in the form of questionnaire and the items were verified with the help of the guide and subject experts. Data were collected from the post graduate students studying in various colleges of arts and science in Trichy district, affiliated to Bharathidasan University. They were analyzed by applying appropriate statistical measurement to find out the web browsing behavior among post graduate.

SAMPLE FOR THE STUDY

The sample consists of 200 post graduate students studying in Trichy district affiliated to Bharathidasan University. The sample was selected by simple random sampling techniques.

STATISTICAL TECHNIQUES

Statistical technique serves the fundamental purpose of the description and inferential analysis. The following statistical technique was used in the study.

- Mean (M)
- Standard Deviation (SD)
- T' Test for determine the significance of difference between two-sub groups variables.

HYPOTHESES TESTING**TABLE-1**

Significance of Difference in the Web Browsing Behavior Mean Scores Between Male and Female Post Graduate Students

Students Residence	N	Mean	SD	't' value	Level of Significance
Rural	90	69.99	8.77	2.35	0.05 Significant
Urban	110	78.10	11.0		

Since the calculated 't' value is 2.35 is greater than the table value 1.98 corresponding to the 0.05 level of significance. This implies that there is significant difference between mean scores of rural and urban post graduate students in their web browsing behavior. Hence the null hypothesis is rejected. Therefore it is concluded that the rural and urban post graduate students do not differ significantly in respect of their of web browsing behavior. Further noted that, the higher mean scores of urban students have better in their web browsing behavior than the rural students.

TABLE-3

Significance of Difference in the Web Browsing Behavior Mean Scores Between Post Graduate Students of Arts and Science Subject

Subject Studying	N	Mean	SD	't' value	Level of Significance
Arts	105	71.6	9.68	1.34	0.05 Not Significant
Science	95	72.3	9.32		

Since the calculated 't' value is 1.34 is less than the table value 1.98 corresponding to the 0.05 level of significance. This implies that there is no significant difference between mean scores of Arts and Science post graduate students in their web browsing behavior. Hence the null hypothesis is accepted. Therefore it is concluded that the Arts and Science subject post graduate students do not differ significantly in respect of their of web browsing behavior. Both of them have similar in terms of their web browsing behavior.

TABLE-3

Significance of Difference in the Web Browsing Behavior Mean Scores Between Post Graduate Students of Tamil and English Medium

Medium of study	N	Mean	SD	't' value	Level of Significance
Tamil	105	69.8	9.0	0.47	0.05 Not Significant
English	95	70.2	9.74		

Since the calculated 't' value is 0.47 is less than the table value 1.98 corresponding to the 0.05 level of significance. This implies that there is no significant difference between mean scores of students of Tamil and English Medium post graduate students in their web browsing behavior. Hence the null hypothesis is accepted. Therefore it is concluded that the post graduate students of Tamil and English Medium do not differ significantly in respect of their of web browsing behavior. Further noted that both of them have similar in terms of their web browsing behavior.

FINDINGS OF THE STUDY

- There is no significant difference in the web browsing behavior between Male and Female post graduate students.
- There is a significant difference in the web browsing behavior between Rural and Urban post graduate students.
- There is no significant difference in the web browsing behavior between Arts and Science post graduate students.
- There is no significant difference in the web browsing behavior between mean scores of post graduate of Tamil and English medium.

CONCLUSION

The study based on student. "A study on web browsing behavior among post graduate students of Trichy district are positive. The present study has presented an analysis of the student's web search behavior. Students use the web for everything and especially for academic tasks, prefer particular favorite search engines though the reasons they give for their preference are common across almost all

search engines. They usually perform basic search and satisfied with retrieved information.

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